Amendments to the Specification

Please replace the first full paragraph on page 1 with the following amended paragraph:

The present invention relates to an LED lamp mounted on a mobile phone having a function for a camera, a mobile information terminal device or the like, and used as a ~~flush~~ flash light source.

Please replace the second full paragraph on page 1 with the following amended paragraph:

Generally, a ~~flush~~ flash light source has been mounted on a camera, and a xenon tube has been used for a great number of ~~flush~~ flash light sources. The xenon tube has been unsuitable for an instrument such as a mobile phone whose miniaturization and low power consumption are requested, because the xenon tube has strong light, ~~whereas~~ and high power consumption.

Please replace the fifth full paragraph on page 1 with the following amended paragraph:

However, because the LED lamp has no directivity, it is unsuitable for the purpose of acquiring strong and high amount of light in a predetermined direction such as a ~~photo-flush~~photo-flash of the camera.

Please replace the paragraph bridging pages 1 and 2 with the following amended paragraph:

It is, therefore, an object of the present invention to provide an LED lamp mountable as a ~~flush~~ flash light source of a camera provided in a small mobile phone by having directivity of light in a predetermined direction and by intention of an increased brightness of light due to the reflection.

Please replace the paragraph bridging pages 5 and 6 with the following amended paragraph:

The reflecting frame 31 is composed of a member having approximately the same planar shape as the circuit substrate 22 and is fixed on the circuit substrate 22 by any means. The reflecting frame 31 has also a thickness larger than that of the circuit substrate 22 and surrounds at a central portion thereof the light emitting unit 27 and has a circular inner peripheral surface and is provided with an inverted frustum shaped concave portion 32 having a taper enlarging outwardly as going upwardly. The inner peripheral surface of the concave portion 32 is formed with a reflecting surface 33 for collecting light emitted from the light emitting unit 27 in a desired direction equally. The reflecting surface 33 is composed of nickel plating or the other plating of silver system, for example. Consequently, it is possible to reflect effectively upwardly light emitted from

the light emitting unit 27 by the reflecting surface 33. A shape of and an inclined angle of the taper of the reflecting surface 33 are set suitably pursuant to a specification of the LED lamp 21, while it is preferable that the shape has a circle centering on the light emitting unit 27 and the inclined angle has a scope of 40 to 80 degrees toward an upper direction, in order to radiate uniformly light in a constant distance as a ~~flush~~ flash light source of a camera.

Please replace the paragraph bridging pages 6 and 7 with the following amended paragraph:

Moreover, as shown in Fig. 2, it is possible to radiate light in a certain direction by collection of light emitted from the light emitting unit 27 in the front direction of the light emitting unit by means of the reflecting surface 33 and to install the reflecting frame 31 on the circuit substrate in a narrow mounted space because the reflecting frame 31 is formed into approximately the same planar size as that of the circuit substrate 22 and in a planar shape without any projections. As a result, it is also possible to install easily the reflecting frame 31 in a mobile phone in which a camera function is built and to acquire a sufficient amount of light as the ~~flush~~ flash light source. Because the LED elements constituting the light emitting unit 27 have the three pairs of electrodes in which each pair is independent on the other pairs, it is possible to carry out any control of

light emit of illumination only by one LED element 28a, illumination by the two LED elements 28a and 28b, and illumination by simultaneous emit of light of the three LED elements 28a, 28b and 28c. Meanwhile, in the embodiment, although the light emitting unit 27 is composed of the three LED elements 28a, 28b and 28c, the light emitting unit is not limited to the configuration of the three LED elements as in the embodiment, a configuration of one or more than four LED elements may be used in accordance with the intended use.

Please replace the second full paragraph on page 12 with the following amended paragraph:

Meanwhile, there are the following two structures if the LED lamp in each of the aforementioned embodiments is lighted and used as a ~~flush~~ flash light source in a camera.